

## Speed Geeking Information

Speed Geeking is a great way to share information about your products or services with an audience that is focused and interested in your topic. Instead of an event with free flowing traffic, distribution of swag and periodic individual conversations - Speed Geeking focuses on a participation process that allows attendees to quickly view a number of presentations within a fixed period of time. Speed Geeking gets its name from speed dating, since they both employ similar techniques.

### HOW IT WORKS

- All presenters are arranged around the edge of the room - each at a table.
- To ensure value for both presenters and attendees, we'll be limiting the number of stations to a maximum of 15.
- Audience gathers in the center of the room. When a facilitator indicates the start of the event, the audience gravitates to a desired presenter, naturally breaking off into small groups.
- The room facilitator monitors and announces the start and conclusion of each presentation period. Each period will last 8 minutes. At the end of 8 minutes, attendees then move to the next station of interest and the process starts again. In one hour, attendees will have heard 6-7 presentations.
- A reception will immediately follow the Speed Geeking process, allowing for more in-depth conversations and questions with presenters, perusal of stations they may have missed during Speed Geeking and general networking.

### WHY WOULD I BE INTERESTED IN HAVING A SPEED GEEKING STATION?

This process is great because it:

- Allows promotion of your products and services in a small group settings - attendees have already identified and prioritized that they want to visit your station. Your topic and description piqued their interest so you'll have a willing and attentive audience.
- Improves your sharing/presentation technique and helps customize the message you want to share.

You don't have to cover every product, service or resource. If there's an audience segment you want to reach or a specific topic you'd like to share you can focus in. Finally it provides the ability to dive a little deeper with your audience and utilize electronic or physical resources to demonstrate and/or educate them.

### STEP 1: COMPLETE THE APPLICATION ONLINE

Visit [AGRI.NV.GOV/GOVERNORSCONFERENCE](http://AGRI.NV.GOV/GOVERNORSCONFERENCE) to complete the online application form, will help you to determine what product, service or resource you want to promote and identify the audience you would like to connect to.

### STEP 2: SUBMIT YOUR APPLICATION BY OCTOBER 16, 2015.

Because a limited number of stations are available, you may be asked for clarifying information or to make adjustments to fit the purpose of this event. Once selected, this information will be used in the conference program to aid attendees in prioritizing the presentations they'd like to attend. When developing your title and description we encourage you to consider that it will be a marketing tool to attract attendees to your station. Speed Geeking Station Fee Structure for those selected to present:

- For conference attendees - \$25
- For those not registered as conference attendees - \$100

### STEP 3: DEVELOP A PRESENTATION

You'll have 8 minutes with your small group. Consider how you want to use that time for handing out resources, showing websites or videos, and answering questions. One approach might be a 5 min. presentation with three minutes for clarifying questions and an invitation to connect during the reception one-on-one. One (1) 6' skirted table will be provided. Presenters are welcome to bring any needed AV. Conference organizers are happy to facilitate access to electrical outlets as needed.

### STEP 4: STAGE, PRESENT & CONNECT!

Time to present your products, process and services to small group of selected audience and to answer their questions.